

Have an Opinion

Video Script



Are your clients and prospects asking you for advice or perspective?

Say what?

Are your clients and prospects asking you for advice? Or perspective? Are they asking, “What do you think will happen with... whatever” or saying “I’d like to run something by you” or “I’d welcome your point of view”?

Their requests send solid signs that they see value in your discussions beyond your products. They’re asking you for points of view. Opinions. Their questions telegraph their concerns, uncertainties, and doubts!

Perfect... and... do you have a point of view or perspective?

If you do, GREAT! If you don’t, not to worry. Two ways forward.

First approach: Recalling your clients’ and prospects’ questions, do the research needed to answer them, beginning with one, like, the most frequently asked question. Practice verbalizing your responses. Next time you’re asked, you’ll sound solid.

Second approach: Choose a topic you think clients should know about or do something about, based on your knowledge of the field. Do the research. Synthesize your thinking. Practice verbalizing. And then... And here comes the tricky part... you have to prime the pump so that they’ll begin to think of you as someone whose opinions are worth hearing.

You use a transitional statement and question, something like: “One of the challenges I’m seeing in the market is X. I’m wondering whether you’ve been thinking about that or whether that’s a concern for you.”

If they say, “no,” then you can either move on or say, “That’s great, how are you handling that?”

If they say, “yes,” ask them about their concerns and then, if appropriate, share your perspective.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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